

The embodiments of the invention in which an exclusive property or privilege is claimed are defined as follows:

1. A printer for printing upon a continuous web of print receivable media, the printer comprising:
 - (a) a print head having a media drive assembly side;
 - (b) a media drive assembly for moving continuous web print receivable media past the print head, the media drive assembly being disposed on the media drive assembly side of the print head;
 - (c) a platen disposed adjacent the print head; and
 - (d) a controller coupled to said print head, said media drive assembly, and said platen for controlling the modes of operation of said printer in accordance with user input, the modes of operation of said printer including a continuous print mode of operation and a single sheet mode of operation, wherein during said continuous print mode of operation, said print head, said media drive assembly, and said platen are controlled such that said media is moved by said media drive assembly past said print head in a downstream direction, and wherein during said single sheet mode of operation, said print head, said media drive assembly, and said platen are controlled such that said media is moved by said media drive assembly past said print head in an upstream direction one sheet at a time.
2. The printer of Claim 1, wherein said single sheet mode of operation includes a single sheet push mode of operation and a single sheet pull mode of operation, wherein during said single sheet push mode of operation, said print head, said media drive assembly, and said platen are controlled such that said media is pushed past said print head in said upstream direction during printing, and wherein during said single sheet pull mode of operation, said print head, said media drive assembly, and said platen are controlled such that said media is first pushed past said print head in said upstream direction and, then, during printing, is pulled in said downstream direction.
3. The printer of Claim 2, further including an iron located on an opposite side of said print head from said media drive assembly for pressing said media against

said platen when said printer is in said continuous print mode of operation or said single sheet pull mode of operation.

4. The printer of Claim 3, wherein a position of said iron with respect to said platen is controlled by said controller.

5. The printer of Claim 4, wherein during said single sheet push mode of operation said controller positions said iron so that said media passes over said iron rather than being pressed by said iron against said platen.

6. The printer of Claim 2, wherein the controller causes the print head to print in a top to bottom direction when in the continuous print mode of operation and in the single sheet push mode of operation, and wherein the controller causes the print head to print in a bottom to top direction when in the single sheet pull mode of operation.

7. The printer of Claim 3, wherein the platen is rotatably mounted and includes an iron disengagement member, and wherein the controller selectively rotates the platen such that the iron disengagement member interacts with the iron to move the iron from a media tension position to a media load position.

8. The printer of Claim 7, wherein the controller selectively rotates the platen to adjust the gap between the outer surface of the platen and the print head.

9. The printer of Claim 1, wherein printing is performed by alternatingly: (i) pausing printing and advancing said media by pulling said media past the print head a select distance; and (ii) pausing media movement while printing.

10. The printer of Claim 1, wherein the printer includes an upstream media bin and a downstream media bin and wherein said media is drawn from the upstream media bin during said continuous print mode of operation, and wherein the media is drawn from the downstream media bin during said single sheet mode of operation.

11. A printer for printing upon a continuous web of print receivable media, the printer comprising:

- (a) a print head having a media drive assembly side;

(b) a media drive assembly having drivers for moving the media past the print head, the drivers disposed only on the media drive assembly side of the print head;

(c) a platen disposed adjacent to the print head; and

(d) a controller coupled to the print head, media drive assembly, and platen to control the printer to print upon the media in a continuous pull printing manner, wherein the controller controls the media drive assembly to alternately advance the media by pulling the media past the print head and pause media movement during printing by the print head upon the media, and in a single sheet push printing manner, wherein the controller directs the media drive assembly to alternately advance the media by pushing the media past the print head and pause media movement during printing by the print head.

12. The printer of Claim 11, wherein the printer includes an iron and wherein during continuous pull printing, the media passes between the iron and the platen.

13. The printer of Claim 12, wherein during single sheet push printing, the media passes over said iron rather than between the iron and the platen.

14. A printer for printing upon a continuous web of print receivable media, the printer comprising:

(a) a print head having a media drive assembly side;

(b) a media drive assembly having at least one driver for moving the media across the print head, the driver disposed only on the media drive assembly side of the print head;

(c) a platen disposed adjacent to the print head; and

(d) a controller coupled to the print head, media drive assembly, and platen to control the printer to print upon the media in a continuous pull printing manner, wherein the controller controls the media drive assembly to alternately advance the media by pulling the media past the print head and pause media movement during printing by the print head upon the media, and in a single sheet pull printing manner, wherein the controller controls the media drive assembly to push a sheet of the media past

the print head and then alternately advance the media by pulling the media back past the print head and pause media movement during printing by the print head.

15. The printer of Claim 14, wherein the printer includes an iron and wherein during continuous pull printing and single sheet pull printing, the media passes between the iron and the platen.

16. A method of controlling a printer to perform continuous sheet printing and single sheet push printing, the printer having a print head for printing on a web of continuous print receivable media, a media drive assembly having at least one driver for moving the media, wherein the driver is located on one side of the print head, the method comprising:

(a) determining if continuous sheet printing is desired, and if continuous sheet printing is desired, directing the media drive assembly to alternately:

(i) pause printing and advance the media by pulling the media past the print head; and

(ii) pause media movement while printing; and

(b) determining if single sheet push printing is desired, and if single sheet push printing is desired, directing the media drive assembly to alternately:

(i) pause printing and advance the media by pushing the media past the print head; and

(ii) pause media movement while printing.

17. The method of Claim 16, wherein the printer also includes a platen disposed adjacent the print head and an iron disposed adjacent the platen, and wherein the media passes between the platen and the iron during continuous sheet printing.

18. The method of Claim 17, wherein the media does not pass between the platen and the iron during single sheet push printing.

19. A method of controlling a printer to perform continuous sheet printing and single sheet pull printing, the printer having a print head for printing upon a web of continuous print receivable media, a media drive assembly having at least one driver for

moving the media, wherein the driver is located on only one side of the print head, the method comprising:

(a) determining if continuous sheet printing is desired, and if continuous sheet printing is desired, directing the media drive assembly to alternately:

(i) pause printing and advance the media by pulling the media across the print head; and

(ii) pause media movement while printing; and

(b) determining if single sheet pull printing is desired, and if single sheet pull printing is desired, directing the media drive assembly to push a first sheet of the media past the print head, and to alternately advance the media back past the print head by pulling the media and pause media movement while the print head prints upon the media.

20. The method of Claim 19, wherein the printer also includes a platen disposed adjacent the print head and an iron disposed adjacent the platen, and wherein the media passes between the platen and the iron during continuous sheet printing.

21. The method of Claim 19, wherein the printer also includes a platen disposed adjacent the print head and an iron disposed adjacent the platen, and wherein the media passes between the platen and the iron during single sheet pull printing.

22. A method of controlling a printer to perform continuous sheet printing, single sheet push printing, and single sheet pull printing, the printer having a print head for printing upon a web of continuous print receivable media, a paper drive assembly having at least one driver for moving the media, wherein the driver is located on only one side of the print head, the method comprising:

(a) determining if continuous sheet printing is desired, and if continuous sheet printing is desired, directing the media drive assembly to alternately:

(i) pause printing and advance the media across the print head by pulling the media; and

(ii) pause media movement while printing;

(b) determining if single sheet push printing is desired, and if single sheet push printing is desired, directing the media drive assembly to alternately:

(i) pause printing and advance the media by pushing the media across the print head; and

(ii) pause media movement while printing; and

(c) determining if single sheet pull printing is desired, and if single sheet pull printing is desired, directing the media drive assembly to push a sheet of the media across the print head, and alternately;

(i) pause printing and advance the media back across the print head by pulling the media; and

(ii) pause media movement while printing.

23. The method of Claim 22, wherein the printer also includes a platen disposed adjacent the print head and an iron disposed adjacent the platen, and wherein the media passes between the platen and the iron during continuous sheet printing.

24. The method of Claim 23, wherein the media does not pass between the platen and the iron during single sheet push printing.